March 28, 1939. THE MOTT
DISPLAY PACKAGE AND METHOD OF PACKAGING
Filed Oct. 6, 1937
2 Sheets-Sheet 2

INVENTOR
EDWIN L. MOTT

BY
RAFEL KALEL
ATTORNEY.
UNITED STATES PATENT OFFICE

2,152,079

DISPLAY PACKAGE AND METHOD OF PACKAGING

Edwin L. Motte, St. Louis, Mo.

Application October 6, 1937, Serial No. 167,489

8 Claims.

(Cl. 296—44)

This invention relates in general to certain new and useful improvements in display packages and methods of packaging articles of merchandise for display.

My invention has for its primary objects the provision of a new and improved display package which is simple, efficient, and economical in construction and arrangement; which tightly, securely, and protectively encloses the merchandise packed therein for shipping purposes and may be quickly and conveniently opened for displaying the merchandise in an attractive and sales-inviting manner; which is rugged and durable for the protection of the packed merchandise during shipping and storage, and is unusually rigid when opened to merchandise-displaying position; which is constructed at an exceptionally low cost and which may, therefore, be readily discarded or otherwise disposed of after the merchandise contained therein has been sold; and which is otherwise highly efficient and satisfactory in the performance of its intended function.

And with the above and other objects in view, my invention resides in the novel features of form, construction, arrangement, and combination of the several parts presently described and pointed out in the claims.

In the accompanying drawings (2 sheets),—

Figure 1 is a plan view of a box blank which may be formed into a display container constructed in accordance with and embodying my present invention;

Figure 2 is a perspective view of the finished display container;

Figure 3 is a perspective view of the display container partly broken away and in section for illustrating the manner in which the merchandise may be packed therein;

Figure 4 is a schematic perspective view, illustrating the display container in partially opened out position with the merchandise removed for purposes of better illustration;

Figure 5 is a perspective view of the display container in fully opened out position with the merchandise removed for purposes of better illustration;

Figure 6 is a perspective view of the display container in opened out position with the card top in partially inserted position; and

Figure 7 is a perspective view of the display container in operative merchandise-displaying position.

Referring now in more detail and by reference characters to the drawings, which illustrate a preferred embodiment of the present invention, A designates a box blank preferably die-cut from a suitable material, such as cardboard, plastic board, or the like of any desired or suitable strength and thickness and having a preferably rectangular body portion I scored for folding along the score lines a, b, c, e, and f, as shown by dot and dash lines in Figure 1 in the formation of side walls 2, 3, 4, and 5, the wall 2 being further provided with a transverse score line g, 10 which may, if desired, be cut through at intervals to facilitate tearing, for purposes presently more fully appearing. The body portion 1 is further integrally provided along the score lines a, b, c, e, and f, with a plurality of outwardly extending tabs 9, 15 b, 7, 8, 5, 5, all for subsequent interfitting closure-forming engagement as will presently more fully appear, the body portion 1 further being provided along the fold line a with a downwardly extending tab 20 for rigid box-forming engagement with a face of the opposite side wall 3 along its marginal edge 11 in container formation.

The side walls 2, 3, and intervening wall 5 of the body member 1 are mutually provided with symmetrical lines of perforations 12, 12', which meet, respectively, in the mid portions of the side walls 2 and 3, as shown in Figure 1, to form a substantially closed design and thence extend as a single line of perforations downwardly toward the fold line b and the marginal edge 11, respectively, of the body member 1, for purposes presently more fully appearing.

In forming the container from the blank A, the body member is folded along the fold lines a, b, c, d, and the tab member 10 suitably glued or otherwise secured, as above pointed out, to the face of the side wall 3 adjacent its marginal edge 11 in the formation of an open-ended rectangular container. It will, of course, be evident that the particular size and shape of the container may be varied to accommodate the various sizes of merchandise, depending upon the particular packaging requirements thereof, as will be readily understood by those familiar with the art. For purposes of the present description, I have preferably illustrated the application of the present invention to the packaging of unit packages of cut smoking tobacco. In such an instance, I have found it convenient to provide a display container of such width and length as will accommodate four stacks of tobacco packages, in end to end and side by side relationship, as shown in Figure 3. It should be further noted that each of the stacks of tobacco packages 35
should preferably be packed with their "head ends" together at the middle of the container, for purposes presently more fully appearing.

After the tobacco packages or other articles of merchandise have been appropriately packed in the container, the end tabs 1, 2, 3, and 4 are folded over flapswise against each other across the end of the container and the end tabs 5 and 6 are respectively folded over and secured together in the conventional closure-forming manner. Likewise, the tabs 7, 8, 9, and 10 are folded over flapswise against each other across the end of the container and the end tabs 6' and 8' are respectively folded over and secured together in the conventional closure-forming manner, and it may be stated in this connection, as will be readily apparent to those skilled in the art that I may use with equal facility either the interlocking ends, glued ends, or any other form of closure.

After the tobacco packages or other merchandise have been packed, as above described, they may be stored and subsequently shipped to the retail merchant, for instance, receives the package and wishes to place the merchandise therein for sale, he merely runs his finger nail or some appropriate object, such as a knife blade, along lines 12, 12', tending him to remove and thus separating from the body of the container a somewhat rectangular tear-out piece B, which, at the same time, permits the back wall 2 of the container to be folded backwardly upon itself along the score line g substantially as shown in Figure 4. The backward folding action is continued until the back wall is folded entirely upon itself, whereupon the container will assume the position and shape as illustrated in Figure 5. By firmly creasing the back wall along the fold line g but which has now become the upper marginal edge of the container, the container will remain firmly in display position without the need of any interlocking members across the portion which now serves as the base.

The tobacco packages chosen for the purposes of the present illustration, as has been above pointed out, will now be displayed in upright position, as shown in Figures 6 and 7. Furthermore, the downwardly depending side portions 13, 13', of the container in the event that it is desired to present a display against the back thereof, to form a flat advertising card which may be conveniently inserted between the packages of merchandise somewhat as shown in Figure 6. When the tear-out portion B has been pulled completely down until its bottom edge rests upon the bottom of the display container, there will still remain an upwardly extending portion 14 upon which a suitable advertising message may be imprinted, as may be best seen in Figure 7. In the event that the merchant desires to break down the container into the sections, the now-folded bottom wall 5 may be torn apart along the partially cut score line g to provide two separate display units, each of which will stand firmly in upright position.

It should be understood that changes and modifications in the form, construction, arrangement, and combination of the several parts of the display packaging may be made and substituted for those herein shown and described without departing from the nature and principle of my invention.

Having thus described my invention, what I claim and desire to secure by Letters Patent is:

1. A merchandise display container comprising:
   a top wall, opposed side walls, and a rear wall, said rear wall having a transversely extending score-line midway between its ends, the front wall and side walls having spaced apart interconnecting lines of weakness to provide a tear-out portion substantially symmetrical with respect to the rear-wall score-line adapted for removal from the mid-section of the front and side walls of the container in the provision of a relatively large display opening therein, a line of perforations in each of the side walls midway between the ends thereof and extending from said opening to the rear wall score-line for permitting the tear-out portion to be separated into two open-top display trays each hingedly connected to the other one along said score-line in oppositely presented relation, said two tray portions being adapted to fit back to back with the respective end closure members lying in the same plane when the container is in opened-out merchandise-displaying position.

2. A rectilinear display container having opposed parallel front and rear walls connected at their respective side margins by opposed parallel side walls, opposed parallel end closure members extending transversely across the respective end margins of the container at right angles to the front, rear, and side walls, said rear wall having a transversely extending score-line betwixt its ends, the front wall and side walls having spaced apart interconnected lines of weakness to provide a tear-out portion substantially symmetrical with respect to the rear-wall score-line adapted for removal from the mid-section of the front and side walls of the container in the provision of a relatively large display opening therein, a line of perforations in each of the side walls midway between the ends thereof and extending from said opening to the rear wall score-line for permitting the tear-out portion to be separated into two open-top display trays each hingedly connected to the other one along said score-line in oppositely presented relation, said two tray portions being adapted to fit back to back with the respective end closure members lying in the same plane when the container is in opened-out merchandise-displaying position.

3. A rectilinear display container having opposed parallel front and rear walls connected at their respective side margins by opposed parallel side walls, opposed parallel end closure members extending transversely across the respective end margins of the container at right angles to the front, rear, and side walls, said rear wall having a transversely extending score-line between its ends, the front wall and side walls having spaced apart interconnected lines of weakness to provide a tear-out portion substantially symmetrical with respect to the rear-wall score-line adapted for removal from the mid-section of the front and side walls of the container in the provision of a relatively large display opening therein, a line of perforations in each of the side walls midway between the ends thereof and extending from said opening to the rear wall score-line for permitting the tear-out portion to be separated into two open-top display trays each hingedly connected to the other one along said score-line in oppositely presented relation, said tear-out portion being sized to fit within the container in upright position when the container is in opened-out merchandise-displaying position for extending upwardly beyond the margins of the open top thereof in the provision of a visible indicia-bearing surface.

4. A merchandise display container comprising a top wall, opposed side walls, and a rear wall, said rear wall having a transversely extending
partially perforated score-line, the front wall being provided with opposed lines of weakness spaced a substantial distance apart and connected at their ends by lines of weakness extending along the adjacent side-walls in the formation of a tear-out portion adapted for removal from the container in the provision of a relatively large display opening therein, a line of weakness in each of the side walls extending from said opening to the rear wall score-line for permitting the container, when the tear-out portion is removed, to be separated into two opposed open-top display trays.

5. A merchandise display container having opposed parallel front and rear walls and parallel opposed side walls marginally interconnected said front and rear walls, said front wall being provided with a pair of transverse extending parallel lines of perforation, each line being spaced equidistantly inwardly from opposed transverse margins of said front wall, each of said side walls being provided with an arcuate line of perforations joining at its opposite ends with the ends of the lines of perforations in the front wall and extending downwardly across the side wall in a curve and symmetrically about the transverse axis of the side wall, said lines of perforation in the front and side walls providing a symmetrical tear-out portion, said rear wall being provided with a hinged line extending transversely thereacross and lying in a plane midway between the lines of perforation of the front wall and being connected at its ends with said opening in the area of the side-wall for permitting the container to be bent upon itself when the tear-out portion is removed in the formation of an open top merchandise display tray having a pair of similarly shaped oppositely presented compartments.

6. A merchandise display container having opposed parallel front and rear walls and parallel opposed side-walls marginally interconnected with said front and rear walls, said front wall being provided with a pair of transversely extending lines of weakness spaced substantially far apart, each of said side-walls being provided with a line of weakness joining at its opposite ends with the ends of the lines of weakness in the front wall and extending downwardly across and longitudinally along the side-wall, said lines of weakness in the front and side-walls providing a tear-out portion for the formation of a relatively large display opening, said rear wall being provided with a hinge line extending transversely thereacross in juxtaposition to the tear-out portion, and being at its ends connected with the display opening formed by removal of the tear-out portion for permitting the container to be bent upon itself when the tear-out portion is removed in the formation of an open top merchandise display tray.

7. A container comprising a rear wall having a transversely extending hinge line, a plurality of interconnected walls having spaced apart interconnected lines of weakness forming a tear-out portion for the provision of a relatively large merchandise display opening in juxtaposition to the rear wall hinge line, and lines of weakness respectively extending from the opposite ends of the rear wall hinge line to opposed points on the margin of said opening for permitting the container, when the tear-out portion is removed, to be bent about the hinge line in the formation of an open topped display tray having oppositely presented compartments.

8. A container comprising a rear wall having a transversely extending hinge line, a plurality of interconnected walls having spaced apart interconnected lines of weakness forming a tear-out portion adapted, upon removal, to provide a relatively large merchandise display opening in juxtaposition to the rear wall hinge line, said opening being operatively connected at opposed points respectively to the ends of the rear wall hinge line for permitting the container, when the tear-out portion is removed, to be bent about the hinge line in the formation of an open topped display tray having oppositely presented compartments.

EDWIN L. MOTT.